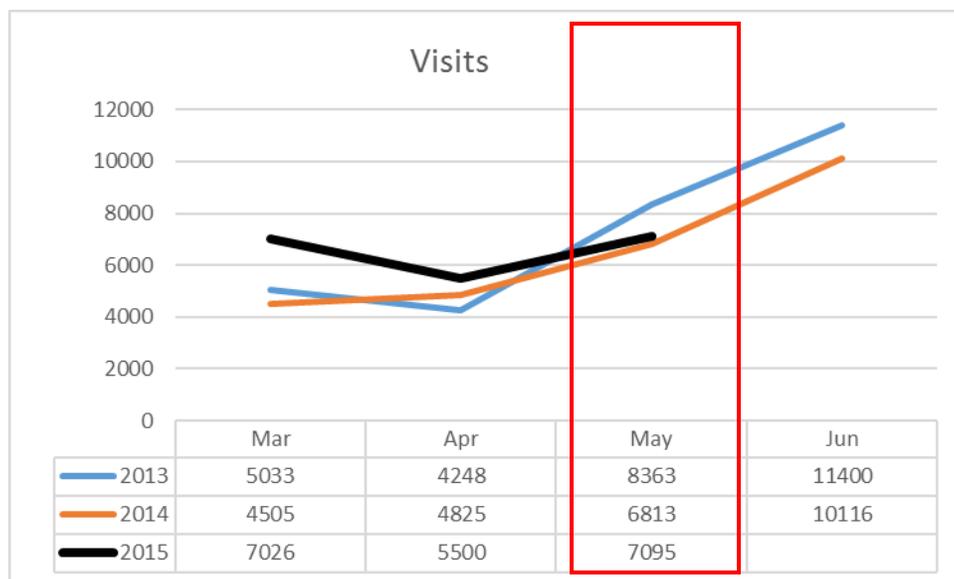
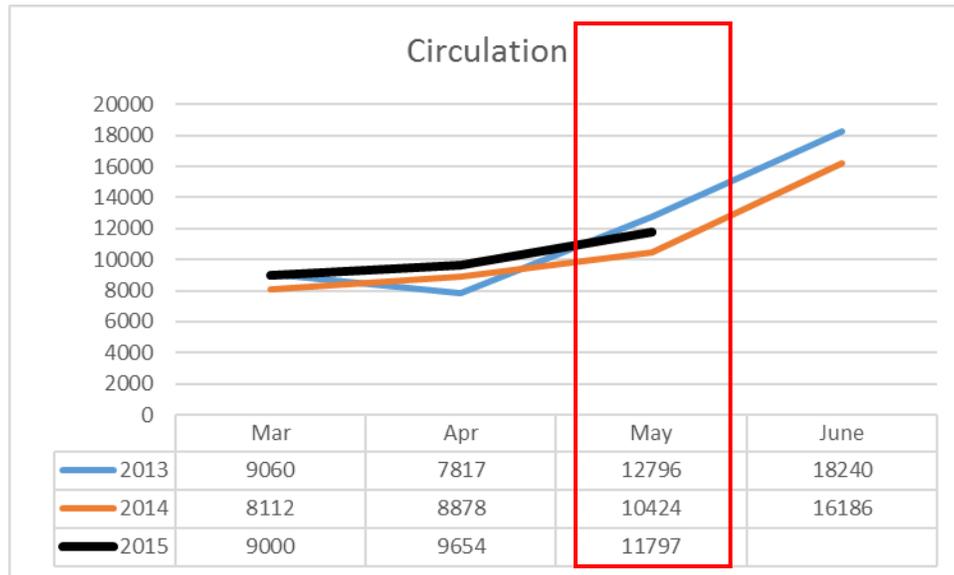


# Avalon Free Public Library Director's Report – May, 2015

May's circulation (11797) increased by 22% from April (9654), and increased by 9% from this time last year (10424). By the end of May, the library had circulated 48,940 items since the beginning of the year, a 14% increase from this same time period last year (43093).



Visits to the library in May (7095) increased by 29% from April (5500), and an increase of 4% from this time last year (6813). By the end of May, there were 31,957 visits to the library, a 24% increase from this same time period last year (25,736).

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The library staff is interviewing candidates for the following seasonal positions: 2 page/shelver, 2 computer aid, and library program assistant. We anticipate the last interviews will occur next week concluding the search for a library program assistant.

The library closed 2 hours early on Saturday, May 16, due to planned outage of the HVAC. Work was being done on it that day to make repairs.

Millville Public Library made two trips to pick up almost 1900 books that were weeded from the library's remote storage site on May 19 and June 4. The books will be distributed between Millville Public Library and Bridgeton Public Library.

Once again the library has collaborated with the NJ State Library's Talking Book and Braille Center to provide audiobooks for the Helen Diller Vacation Home for Blind Children.

Without prior notification, Avalon's postmaster informed the director that the postal rates for the Merchandise Return Program, a critical component of the library by mail program, had significantly increased. While the Post Office has done away with the permit and maintenance fees (\$905 in 2014) for the Merchandise Return Program, the basic 1lb rate (currently \$2.56) has increased to \$5.70. Additionally, rate is also now dependent on the zone to which it is being sent. A cursory look at the mail zone map indicates that while the larger share of our mailings (to NJ, Eastern PA, DE) would fall in the same mail zone, Florida and western PA represent 4 different mail zones with increased pricing based on the distance from Avalon. Last year the library spent \$10,000 on Merchandise Return Postage. Based on the new rate it will almost double. The rate for our outgoing library/media mail will increase \$.03 per lb. Needless to say, we are currently looking for an alternative.



The library participated in the Memorial Day parade.

Chris, Terri and Elizabeth attended a workshop on *How to Handle Difficult People* on June 8.

In May, statistics became available from Boopsie related to how patrons used the library app. Out of 5795 channel visits, 77% or 4436 visits go to the library catalog.

CHANNEL VISITS TO AFPL APP

My Account	Catalog	Events	LibFlix	Resources	Find Us	Ask Us	Social Media	Avalon Library TV	Book Look
980	4436	65	229	26	13	12	11	1	22

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